



FOR IMMEDIATE RELEASE

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MEDIA RELEASE

CITY OF SAN DIEGO ANNOUNCES INNOVATIVE MARKETING PARTNERSHIP WITH CREDIT UNION

The City of San Diego and the San Diego Metropolitan Credit Union (SDMCU) have entered into a comprehensive marketing partnership that will provide income to the City, more access to financial education and services for City employees and additional business opportunities for the SDMCU.

As the City's marketing partner, the San Diego Metropolitan Credit Union will receive specific marketing benefits including designation as the "Official Credit Union Partner" of the City, the opportunity to market its products and services to City employees, retirees and family members, logo designation and a link to its website from the City's intranet and internet sites.

In return, the SDMCU will pay the City a marketing rights fee of \$100,000 annually. The City will receive a total of \$500,000 during the five year term of the agreement.

As part of the partnership, SDMCU will conduct seminars for City employees on budgeting basics, identity theft, purchasing a home, maintaining/improving credit scores, and investing basics.

"This unprecedented partnership allows the City to secure additional revenue without raising tax dollars as well as to help our City employees make more informed consumer and financial decisions. It is a winner for San Diego on many levels," said Mayor Jerry Sanders.

"San Diego Metropolitan Credit Union has a longstanding tradition of serving employees of the City of San Diego. We've been doing it since 1934," said Joe Schroeder, President/CEO of SDMCU. "We're proud to receive the designation of "Official Credit Union Partner" and look forward to this additional means of giving back to our city in very tangible ways."

"We are delighted to welcome San Diego Metropolitan Credit Union as our newest corporate partner," said Jenny Wolff, Director of the Corporate Partnership Program. Other corporate

partners include The Pepsi Bottling Group, Verizon Wireless, McCune Chrysler-Jeep, Cardiac Science and Sunroad Community Foundation.

San Diego is the first municipality to have a comprehensive strategic marketing plan and marketing partnership policy sanctioned by the Mayor and City Council. The partnership with San Diego Metropolitan Credit Union was developed under the City's Corporate Partnership Program which began in 1999. The program is administered by City staff using the expertise of The Pathfinder Group, a consulting firm that negotiated the marketing side of the partnership with San Diego Metropolitan Credit Union.

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